22. (New) The method of claim 21, wherein the user terminal is associated with a client station.

23. (New) The method of claim 22, wherein the non-linkable media representation and the code are obtained by the client station from at least one server via a network.

24. (New) The method of claim 23, further comprising the step of the code instantiating a link canvas object at the client station, wherein the link canvas object generates the panel.

25. (New) The method of claim 24, further comprising the step of the client station obtaining an action enabling kernel from the server.

26. (New) The method of claim 25, further comprising the step of the link canvas object querying the non-linkable media representation for status.

27. (New) The method of claim 26, further comprising the step of the link canvas object forwarding the status of the non-linkable media representation to the action enabling kernel.

28. (New) The method of claim 27, further comprising the step of the link canvas object receiving one or more link candidates from the action enabling kernel.

29. (New) The method of claim 28, further comprising the step of the link canvas object selecting a link from the one or more link candidates, the selected link being the at least one link.

30. (New) The method of claim 28, further comprising the step of the link canvas object composing the at least one link in response to meta data received from the server via the action enabling kernel.

31. (New) The method of claim 28, further comprising the step of the link canvas object generating the panel, wherein the panel displays range contours of the at least one link.

32. (New) The method of claim 24, further comprising the step of the link canvas object performing a specified action.

33. (New) The method of claim 24, further comprising the step of the link canvas object requesting a specified action to be performed.

34. (New) The method of claim 24, further comprising the step of the link canvas object unifying representations of multiple links.

35.. (New) The method of claim 24, further comprising the step of the link canvas object decoupling at least one link from a linkable media representation.

36. (New) The method of claim 21, wherein the code is obtained prior to the non-linkable media representation.

37. (New) The method of claim 21, wherein the non-linkable media representation is obtained from a streaming media file.

38. (New) The method of claim 21, wherein the at least one link is a hotlink.

39. (New) The method of claim 21, wherein the at least one link is a hyperlink.

40. (New) The method of claim 23, wherein the client station and the at least one server are compatible with a HotMedia architecture.

41. (New) The method of claim 23, further comprising the step of the server producing and transmitting real time media presentations.

42. (New) The method of claim 23, further comprising the step of the server providing a real-time encoding studio for transmitting both real-time non-linkable media and a set of meta information of hotlinks to a HotMedia client station.

43. (New) The method of claim 42, wherein the real-time encoding studio provides a real-time authoring capability for multiplexing a non-linkable media and a set of meta information of hotlinks to a streaming rich media file in a HotMedia framework.

44. (New) Apparatus for enriching a non-linkable media representation, the apparatus comprising:

a client station configured to: (i) obtain the non-linkable media representation; (ii) obtain code and, responsive to the code, generate a panel comprising at least one link to at least one other media representation; and (iii) overlay the panel on the non-linkable media representation in accordance with a presentation at a user terminal of the client station, such that the non-linkable media representation becomes linkable to the at least one other media representation.

45. (New) The apparatus of claim 44, wherein the non-linkable media representation and the code are obtained by the client station from at least one server via a network.

46. (New) The apparatus of claim 45, wherein the code instantiates a link canvas object, and the link canvas object generates the panel.

47. (New) The apparatus of claim 46, wherein the client station is further configured to obtain an action enabling kernel from the server.

48. (New) The apparatus of claim 47, wherein the link canvas object queries the non-linkable media representation for status.

49. (New) The apparatus of claim 48, wherein the link canvas object forwards the status of the non-linkable media representation to the action enabling kernel.

50. (New) The apparatus of claim 49, wherein the link canvas object receives one or more link candidates from the action enabling kernel.

51. (New) The apparatus of claim 50, wherein the link canvas object selects a link from the one or more link candidates, the selected link being the at least one link.

52. (New) The apparatus of claim 50, wherein the link canvas object composes the at least one link in response to meta data received from the server via the action enabling kernel.

53. (New) The apparatus of claim 50, wherein the link canvas object generates the panel, wherein the panel displays range contours of the at least one link.

54. (New) The apparatus of claim 46, wherein the link canvas object performs a specified action.

55. (New) The apparatus of claim 46, wherein the link canvas object requests a specified action to be performed.

56. (New) The apparatus of claim 46, wherein the link canvas object unifies representations of multiple links.

57. (New) The apparatus of claim 46, wherein the link canvas object decouples at least one link from a linkable media representation.

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58. (New) The apparatus of claim 44, wherein the code is obtained prior to the non-linkable media representation.

59. (New) The apparatus of claim 44, wherein the non-linkable media representation is obtained from a streaming media file.

60. (New) The apparatus of claim 44, wherein the at least one link is a hotlink.

61. (New) The apparatus of claim 44, wherein the at least one link is a hyperlink.

62. (New) The apparatus of claim 45, wherein the client station and the at least one server are compatible with a HotMedia architecture.

63. (New) Apparatus for use in enriching a non-linkable media representation at a client station, the apparatus comprising:

a server configured to: (i) provide the non-linkable media representation to the client station; and (ii) provide code to the client station, such that the client station may, responsive to the code, generate a panel comprising at least one link to at least one other media representation, and overlay the panel on the non-linkable media representation in accordance with a presentation at a user terminal of the client station, such that the non-linkable media representation becomes linkable to the at least one other media representation.

64. (New) The apparatus of claim 63, wherein the server is further configured to produce and transmit real time media presentations.

65. (New) The apparatus of claim 63, wherein the server is further configured to provide a real-time encoding studio for transmitting both real-time non-linkable media and a set of meta information of hotlinks to a HotMedia client station.

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66. (New) The apparatus of claim 65, wherein the real-time encoding studio provides a real-time authoring capability for multiplexing a non-linkable media and a set of meta information of hotlinks to a streaming rich media file in a HotMedia framework.

67. (New) An article of manufacture for enriching a non-linkable media representation presentable at a user terminal, comprising a machine readable medium containing one or more programs which when executed implement the steps of:

obtaining the non-linkable media representation;

obtaining code and, responsive to the code, generating a panel comprising at least one link to at least one other media representation; and

overlaying the panel on the non-linkable media representation in accordance with a presentation at the user terminal, such that the non-linkable media representation becomes linkable to the at least one other media representation.--